



Admissions Specialist

Job Description

In order for students to succeed at the university level and to contribute to a changing world, Hopewell Academy provides a rigorous, school curriculum that is designed to meet the academic, cultural, and social needs of individuals from the diverse backgrounds of our community and around the world.

Overview

In cooperation with the administrative staff and faculty, the Admissions Specialist manages the student enrollment process. This includes all phases from recruitment and inquiry through admissions to integration into the school's culture. This position provides guidance and creativity to the admissions process ensuring its alignment with Hopewell's vision and mission.

Skills:

The ideal candidate will have experience as an educator and be knowledgeable about current educational practices and methods.

- Ability to articulate Hopewell Academy's vision and mission in various contexts
- Excellent communication skills: written and oral
- Comfort in speaking to small and large groups
- Excellent organizational skills; ability to set priorities and achieve them.
- Ability to take initiative and work independently; ability to work in close collaboration with the school team
- Excellent computer skills including database and spreadsheets
- Friendly, warm, courteous, good listening skills
- Capacity to initiate and cultivate relationships with prospective school families; personable yet professional in demeanor; ability to establish immediate rapport
- Marketing and advertising skills
- Ability to meet enrollment goals

Duties

1. Coordinate outreach and marketing activities in cooperation with administration and faculty.
2. Respond to all new student inquiries with the goal of cultivating relationships of all appropriate families.
3. Manage the admissions process, from recruitment and inquiry to post-enrollment.
4. Establish recruitment strategies to draw and keep families.

5. Maintain appropriate admission statistics and evaluate to monitor effectiveness of admissions process.
6. Develop and suggest marketing tools, events and advertising campaigns to encourage interest throughout the community in Hopewell.
7. Conduct interviews of families and provide tours of campus.
8. Work closely with faculty and staff in the admissions process.
9. Coordinate re-enrollment and sibling enrollment.
10. Keep appropriate records and statistics throughout the enrollment process.
11. In cooperation with the administration and faculty, evaluate applicants for admission.
12. In cooperation with administration and faculty, develop strategies to ensure post-enrollment success.
13. Work closely with international student recruiter.
14. Develop a multi-year marketing plan with enrollment targets.
15. Assist with Hopewell events and activities where needed; assume other responsibilities as assigned.

Qualifications

1. Master's degree in education, an education-related field, or business is preferred. Bachelor's degree will be considered.
2. Three to five years of experience in education and/or marketing and recruitment of students.